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## Spain

## Promotion Opportunities

## Annual

## 2003

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**Report Highlights:**

This report contains information about several food-related events that will take place in Spain during 2003 -04.

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Includes PSD Changes: No  
Includes Trade Matrix: No  
Annual Report  
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## **I. Trade Shows**

### **BIOCULTURA 2003**

October 31 –November 3, 2003 - Madrid

BIOCULTURA is an organic products show that is staged twice annually: in Barcelona in May and in Madrid in November.

The show is organized by Asociacion Vida Sana, an association created in 1974 to develop and promote organic agriculture in Spain. Since 1983, this association has collaborated with the Ministry of Agriculture in the regulation and standardization of organic products. It also organizes courses to promote organic agriculture. In 1985, the association organized the first BIOCULTURA show in Madrid and extended it to Barcelona in 1993.

BIOCULTURA 2003 will be held in Madrid, October 31- November 3. This will be the 19<sup>th</sup> edition.

The Madrid show attracts over 500 exhibitors and around 140,000 visitors (of which 30 percent are professionals).

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### **"ALIMENTARIA 2004"**

March 8 - 12, 2004  
Barcelona, Spain

Alimentaria is the largest food exposition held biennially in Spain and Portugal; it is the third largest such event held in Europe, after ANUGA and SIAL. This important food show features bulk as well as consumer oriented and intermediate products. U.S. exporters have always participated in this show in one form or another. Once again there will be a United States pavilion in which U.S. participants will exhibit their products.

The show is divided in twelve product sectors plus the International and Regional pavilions areas, as follows: **Congelexpo**: Deep Frozen Foods; **Expobebidas**: mineral waters, soft drinks, beers and ciders; **Expoconser**: Canned Foods; **Intercarn**: Meat products; **Interoliva**: Olive oils and vegetable oils; **Interlact**: Dairy products; **Interpesca**: Seafood Products (fresh, canned and frozen); **Intervin**: wines & spirits; **Mundidulce**: pastries, biscuits and confectionery; **Multiproducto**: Foodstuffs; **Restaurama**: food services & catering; **Vegefruit**: Fruit & Vegetables (fresh, canned and frozen); **Internacional**: International delegations in official pavilions; **Autonomias y Regional**: Delegations from Autonomous regions of Spain; **Novelties Area**: New products. The USA pavilion will be in the International area, located in Palacio 1.

#### Profile of Visitors

Admission is restricted to accredited professionals. About 142,000 professionals from 100 countries visited Alimentaria in 2002, which were attracted by the quality and number of exhibitors. The large majority of these professional visitors held an executive or decision-making position in their companies. About 49% were from purchasing departments, or represented distribution companies and retailers. The foreign visitors represented 16% of total attendance.

Initial surveys taken after the end of the show indicated that 50% of all visitors had made immediate purchases. Most of these visitors had been to Alimentaria previously, and had also visited other European fairs such as Anuga or Sial.

Visitors to Alimentaria represent a wide spectrum of food and beverage industry representatives and operators, and include retailers, brokers, importers and wholesalers, among others. According to the survey, the main objective of visitors to Alimentaria was to gather information on new products and companies, and to visit suppliers already known. They also considered Alimentaria to be an excellent venue for locating new suppliers.

A total of 3,300 firms exhibited in Alimentaria 2002, 3% higher than in Alimentaria 2000. Two thirds were Spanish companies and one third foreign. All EU countries participated at the show, which is considered by many foreign firms to be an ideal launching pad for reaching the European market.

The exhibitors are generally Manufacturers, Producers, Distributors and Import/Export companies.

The following products have excellent sales potential in the Spanish market:

- Edible pulses
- Processed foods
- Table sauces
- Beer and bourbon
- Seafood (lobster, hake, salmon, whiting, squid and octopus)
- Nuts, including confectionery sunflowerseed
- Frozen vegetables
- Prunes and raisins
- Snack foods
- Any kind of low calorie products, including cheese, snack foods
- Microwavable food products
- Ethnic products
- Organic food products

Participation in Alimentaria 2004 will increase and enhance the image of U.S. high-value and consumer ready food products in the Spanish market, helping to increase contacts between U.S. exporters and Spanish importers of these products, with a long term view of expanding U.S. exports of high-value and consumer-oriented food products to Spain and other European countries.

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### **GOURMET FOOD SHOW**

Salon Internacional del Club del Gourmet  
April 21 - 24, 2003  
Madrid, Spain

The Gourmet Food Show's 28<sup>th</sup> annual edition will take place April 19-22, 2004. The Show, which covers a specialized area of the food market distribution system, is attended by many people working in the catering, hotel and restaurant sectors. This year the Gourmet Show will have a new area dedicated to organic products "EcoGourmets"

The Gourmet Food Show offers a good cross-section of the quality food manufactured in Spain and in many other European countries. In parallel with the show, there are several chefs' competitions, as well as seminars highlighting the quality of featured products; these are addressed to all ages, including children.

The 2003 edition included 967 exhibitors and about 46,500 visitors.

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### **"CONXEMAR 2004"**

October 5 - October 7, 2004  
Vigo (Pontevedra), Spain

CONXEMAR is a frozen products show held annually in Spain, featuring mainly seafood but also including other value-added products. Vigo, in the northwest of Spain, is the main port for frozen seafood product imports.

The firms exhibiting include producers, importers, exporters and distributors of frozen and precooked seafood and food products in general. The show is organized by the Spanish association of wholesalers, importers and exporters of seafood products.

Conxemar is open only to professional visitors; about 17,000 attended this show in 2003.

The Office of Agricultural Affairs has organized a U.S. pavilion since the second edition of Conxemar in 2000, and will organize another one at Conxemar 2004. U.S. seafood exporters participating in Conxemar will have an excellent opportunity to meet with the key players of the Spanish and other European countries seafood business. Most of the U.S. participants in earlier editions of this show have been pleased with the quality of the show's visitors and with the resulting sales.

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## **II. Seafood Menu Promotion**

December 2003  
Madrid, Spain

The Office of Agricultural Affairs plans to organize a Menu Promotion/Seminar in a Culinary school to promote frozen seafood products. The Culinary School will invite two of its former students who are currently chefs at two good restaurants in Madrid. They will work with the students in the preparation of the meals that will be served to journalists, other chefs and to the public that dines in the school's restaurant. The chefs will prepare food using wild salmon, scallops and lobster. All products will be frozen.

The objective of this Menu promotion is to show food preparation professionals that a high quality frozen product can be as good as a fresh one. This promotion will also educate future Spanish chefs in the use of high quality frozen seafood.